Edmonton

Canada's City of Opportunities

1983 Annual Economic Report

85-3379/

EDMONTON ECONOMIC DEVELOPMENT AUTHORITY

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Edmonton, Alberta's capital, is strategically located in the centre of western Canada and is the focal point of the province's economic growth.

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In 1983, 79,400 square metres (855,000 square feet) of downtown office space was absorbed. This was almost double the 1982 absorption.

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Metro Edmonton's 1983 population was 739,582, reflecting a five year annual growth rate of 3.2%.

Labour Force 17

Edmonton has a productive, well-trained labour force with an overall labour participation rate of 70%.

Edmonton's $100 million Manulife Place opened in 1983 and is now the largest-single-commercial building in the city.

Transportation 18

Edmonton is at the centre of western Canada's transportation network and is recognized as the gateway to Canada's north.

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Edmonton is the provincial capital. Governments of both the province and the city encourage economic development.

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Edmonton offers excellent educational, cultural, recreational and convention facilities. Parks abound in the city.

Chairman's Message

As Chairman of the Edmonton Economic Development Authority, I am pleased to submit the 1983 Edmonton Annual Economic Report.

Edmonton businesses responded to 1983 by adjusting and adapting their business operations to the difficult and changing economic climate. Despite the economic downturn within Alberta, many segments of the Edmonton economy operated at close to their previous levels of activity.

In 1983, net cash expenditures in the Alberta petroleum industry declined by two per cent to $11,288 million. However, this level of expenditure was three per cent higher than the average of the past five years. As the petroleum industry is the mainstay of the Alberta economy, its performance has a direct impact on Edmonton's economic well being and performance.

Agriculture is Alberta's second largest resource industry. In 1983, farm cash receipts are estimated to have increased by five per cent to $4 billion. With 71 per cent of Alberta's farms located within the Edmonton service area, the importance of agriculture to the Edmonton economy is obvious.

Edmonton's manufacturing output declined by 1.7 per cent during 1983 to $6,040 billion. This level of output, however, is 9.4 per cent above the average of the last five years. Edmonton's share of Alberta's total manufacturing output increased to 49.2 per cent during 1983.

Retail sales and service trade increased by 2.8 per cent in Edmonton during 1983 and amounted to $6,383 million. This represents a per capita annual expenditure of $8,626, which remains one of the highest within Canada.

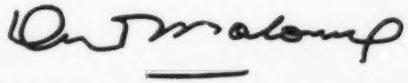
The value of building permits within the Metro Edmonton region declined to $751 million in 1983, compared to $1,005 million in 1982. This represents a decrease of 25 per cent yet Edmonton's per capita level of building permits was the highest among Canada's major cities in 1983.

Compared to the boom days of the late 1970's, Edmonton's rate of economic growth has declined considerably. However, when compared against Canada's other major cities, Edmonton's economy has performed quite favourably.

As Edmonton looks ahead, its future remains strong. According to reports prepared by the Canada West Foundation and the Federal Government, Edmonton will be the focal point for the majority of industrial investment in Western Canada. This investment is projected to be in the order of $115 billion over the next decade. $62 billion is identified as being within the Edmonton service area.

The economies of Edmonton and Alberta are forecast to achieve an improved rate of growth in 1984. While some sectors of the economy are expected to experience continuing difficulties, other sectors will show noticeable improvement. Six oil sands projects were announced in 1983. These are expected to be supplemented by four additional project announcements in 1984. While the scale of these projects may be relatively small, their aggregate expenditure represents a sizable investment and level of economic activity.

The Edmonton Economic Development Authority welcomes and encourages industry to participate and profit in the development of the Edmonton and Alberta economies. The purpose of the Authority is to work closely with industry to review and justify investment and development decisions. The Authority offers this service without cost or obligation and in complete confidence. We look forward to working with you.

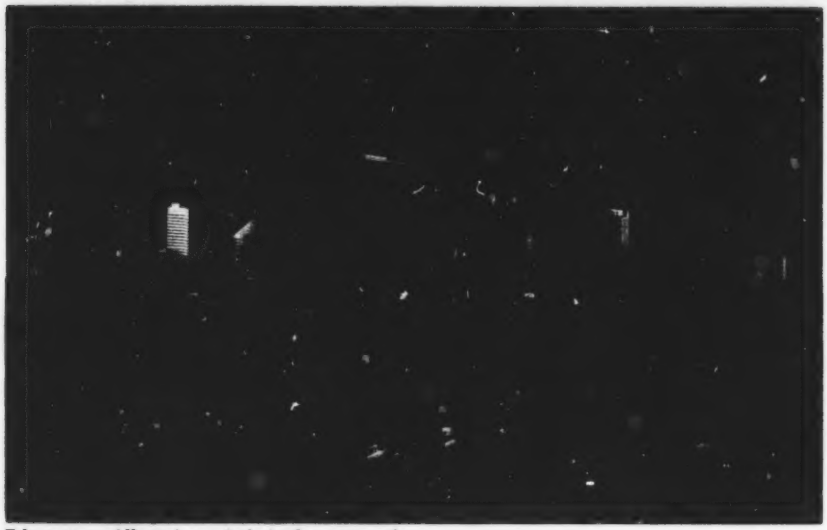


D.W. Maloney
Chairman
Edmonton Economic Development Authority

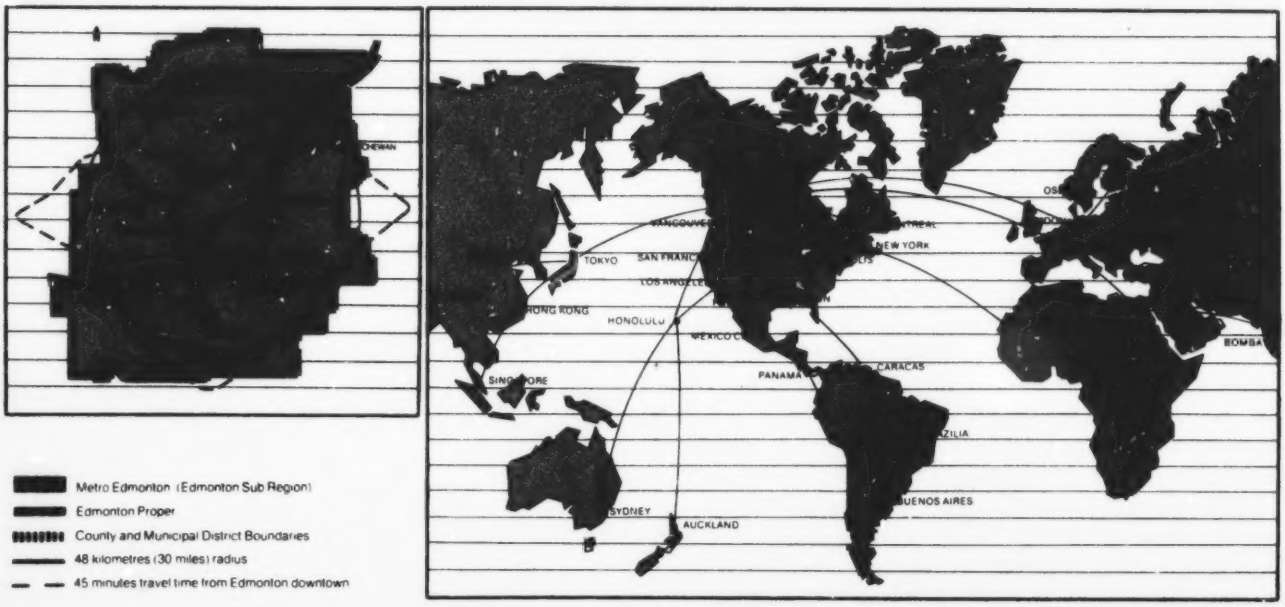
Location

Edmonton is the geographic centre of Alberta and western Canada. This strategic location gives the city many advantages as a major corporate, manufacturing and distribution hub in the west.

Edmonton is the focal point of extensive oil, gas and other resource industries. The city's service area extends from central and northern Alberta to the Northwest Territories, northern British Columbia and northwestern Saskatchewan.



Edmonton, Alberta's capital, is the centre of activity for the province's economic growth.



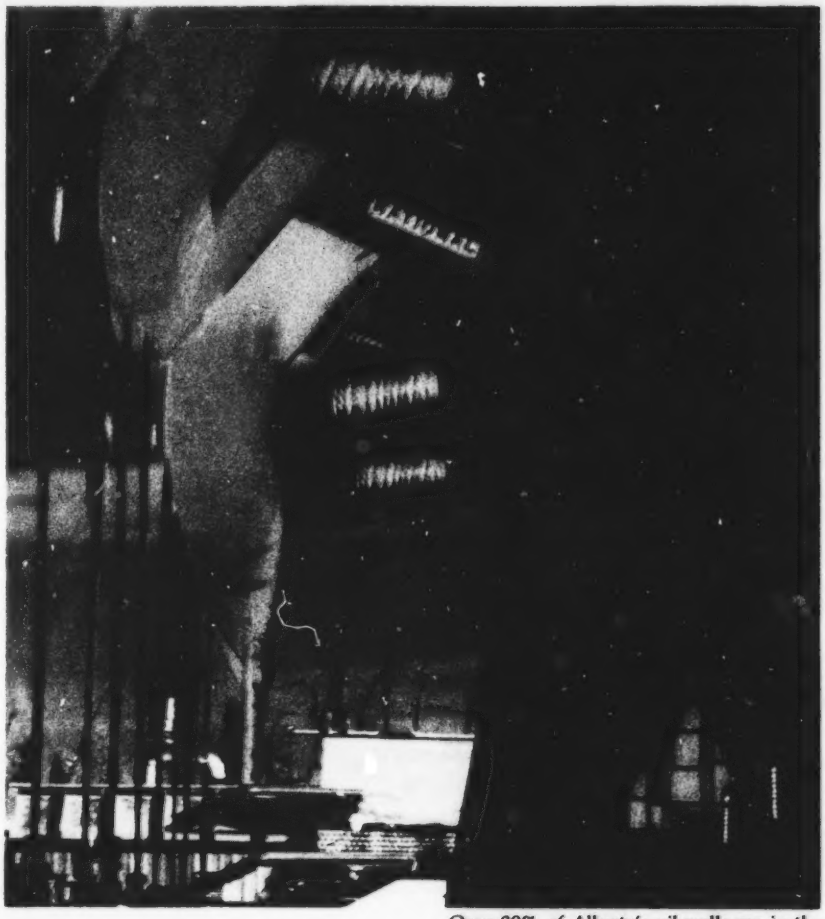
Natural Resources

Resource development is the mainstay of Edmonton's and western Canada's economy. Vast resource wealth and important markets nurture this development.

Conventional Oil and Gas

Edmonton's importance to western Canada's oil and gas industry is illustrated by the fact that over 85% of Canada's oil reserves are in Alberta and over 80% of the producing oil wells in the province are in the Edmonton market area. Thirteen of the 22 principal Alberta oil fields are within 160 km (100 miles) of the city.

Conventional crude oil reserves in Alberta at year-end 1982 were about 650 million cubic metres (more than 4 billion barrels). Established reserves of marketable natural gas were 1.85 trillion cubic metres (65.4 trillion cubic feet) or two-thirds of Canada's total reserves. The value of oil and gas production during the year totalled $19.2 billion.



Over 80% of Alberta's oil wells are in the Edmonton market area.

Oil Sands

Edmonton is the major service and distribution centre for the Alberta oil sands, with an estimated 160 billion cubic metres (1 trillion barrels) of in-place reserves. Two oil sands extraction and processing plants currently operate in the Athabasca deposit near Fort McMurray using surface mining techniques. These plants have a designed daily production capacity of nearly 28,000 cubic metres (175,000 barrels) of high grade synthetic crude oil. These plants are being expanded and

Net Cash Expenditures of the Petroleum Industry in Alberta 1979 – 1983
($ millions)

Year	Exploration	Development	Operating	Royalties	Total
1979	2,521.9	1,538.3	1,373.4	3,623.3	9,056.9
1980	3,250.4	2,340.7	1,679.4	4,248.0	11,518.3
1981	2,617.2	2,418.3	1,834.5	4,496.7	11,366.7
1982	1,867.0	2,408.2	2,160.3	5,098.1	11,533.6
1983*	**1,674.0**	**1,795.0**	**2,069.0**	**5,750.0**	**11,288.0**

* Oilweek estimate

Source: Canadian Petroleum Association – Statistical Handbook, 1982
Oilweek – Annual Review and Forecast

upgraded over the next few years.

At least six other major oil companies and consortiums are proceeding with pilot plants and experimental projects which may lead to large-scale commercial developments in the near future. Funds already committed to these projects total several billions of dollars.

Coal

Approximately 70% of the recoverable coal reserves in Canada are situated in Alberta, with the majority of them in close proximity to Edmonton. In-place reserves total more than 41 billion tonnes. Thirteen billion tonnes are recoverable using existing technology.

In 1982 sub-bituminous (thermal) coal production totalled 13 million tonnes. Bituminous (metallurgical) coal production reached 6.8 million tonnes. Offshore coal exports were 5 million tonnes.

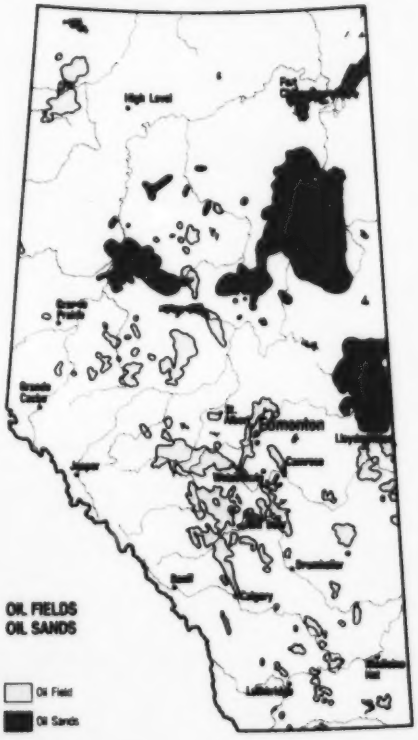
The electrical utility companies in Alberta are looking to coal rather than natural gas to fuel their largest power generating plants. Electric energy generation, coupled with the growing demands of Pacific Rim countries for metallurgical coal, assures long-term growth for the development of this natural resource.

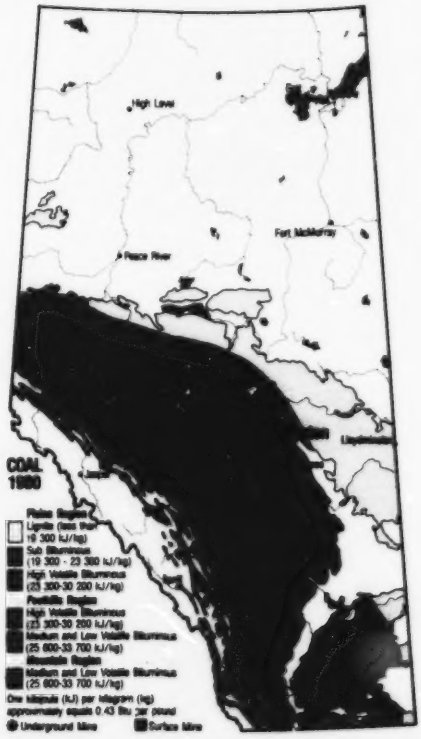
A new Coal Research Centre is being established on the outskirts of Edmonton, scheduled for completion in 1984. The $22 million facility will house researchers from the Alberta Research Council, the federal department of Energy, Mines and Resources and other agencies.

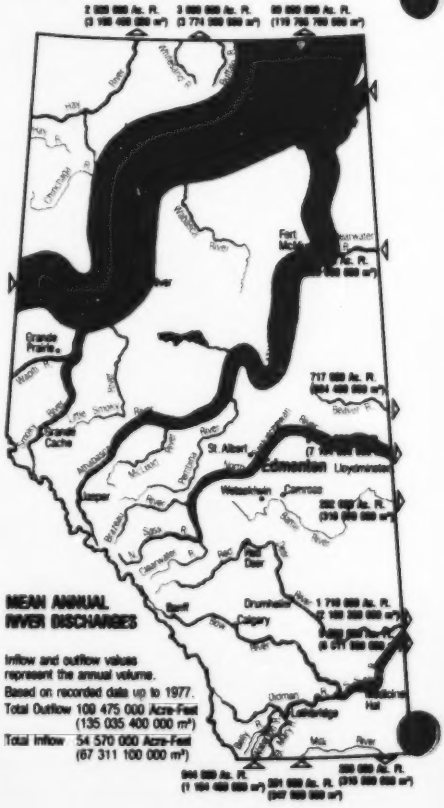
Agriculture

Agriculture is an important component of the Alberta economy. Cultivated land in the province totals more than 11.5 million hectares (28.4 million acres). Some 20 million hectares (49.4 million acres) are used in crop and livestock production with another 9 million hectares (22.2 million acres) available for future agricultural use.

Many farmers in Alberta have consolidated their properties in recent years, turning them into larger, more efficient operations. These efficiency gains have helped offset rising costs and






Fort McMurray
Edmonton
Lloydminster
Calgary
Medicine Hat
MEAN ANNUAL
RIVER DISCHARGES
Inflow and outflow values represent the annual volume.
Based on recorded data up to 1977.
Total Outflow 109 475 000 Acre-Feet (135 035 400 000 m³)
Total Inflow 54 570 000 Acre-Feet (67 311 100 000 m³)

enabled farmers to remain competitive in world markets.

Farm cash receipts for 1983 are estimated at nearly $4 billion. Grain crops — mainly wheat and barley — account for half the total. Cattle and calf sales total over $1 billion, followed by dairy and hog production at $229 million and $200 million respectively.

The Edmonton market area contains over two-thirds of the province's farms and the majority of Alberta's hog and poultry production. This important agricultural sector provides a base for Edmonton's second-largest manufacturing activity, the food and beverage industry.

The Edmonton market area contains over two-thirds of the province's farms.

Minerals

Edmonton has ready access to an abundant supply of minerals for construction and industrial use. Resources in the immediate vicinity of the city include industrial sand, brick clay, lightweight aggregate, limestone marl, stoneware clay, and bentonite. Plants have been established to produce cement, pottery and fibreglass products.

Forestry

Edmonton is the major service and distribution centre for the forest product industry. Vast forest reserves lie mainly to the north and west of the city. Alberta's lumber production in 1983 surpassed one billion board feet, marketed mostly in eastern Canada and the United States. Only a small percentage of the potential of the Alberta forest industry has been tapped to date.

Water

More than 90% of the water flow in Alberta is in the northern part of the province, which is Edmonton's service area. The city itself is on the banks of the North Saskatchewan River, with an ample supply of high-quality, low-cost, water.

Industry

The natural resource base in Alberta offers an exceptional potential for business opportunities in the Edmonton area, making it a logical location for new or expanded commercial ventures in western Canada.

Manufacturing

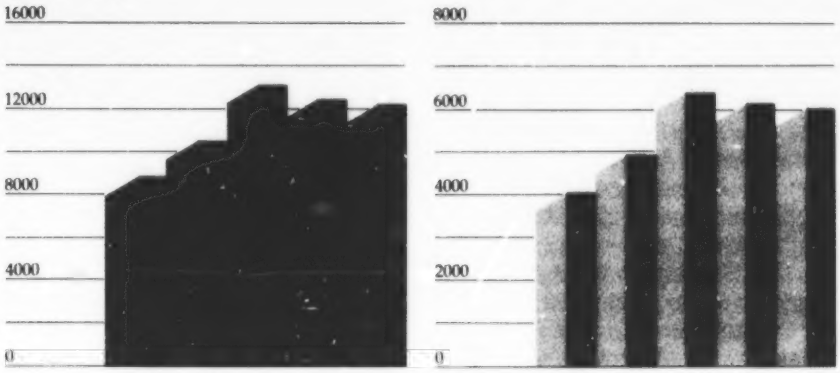
In 1983, Metro Edmonton manufacturing shipments were valued at more than $6 billion. With more than 50 industrial parks in the area, land zoned for industrial use totals approximately 12,000 hectares (more than 30,000 acres).

The economic growth potential of western Canada provides an exciting diversity of opportunity, and an increasingly affluent market for manufactured products.

A detailed analysis of Edmonton's many advantages as a manufacturing centre in western Canada is provided in the **Metro Edmonton Manufacturing Report,** which is available from the Edmonton Economic Development Authority. Also available is the **Metro Edmonton Distribution Report,** which provides further details on the benefits of an Edmonton location from the standpoint of access to the western Canadian markets.

Major new developments are occurring in a variety of industries, with numerous new plants and expansions under way.

Value of Manufacturing Shipments - 1979 - 1983
($ millions)



	1979	1980	1981	1982	1983*
Alberta	8,949	10,521	13,275	12,528	12,281
% Change	20.5	17.6	26.2	-5.6	-2.0

	1979	1980	1981	1982	1983
Metro* Edmonton	4,084	4,985	6,363	6,142	6,040
% Change	18.7	22.1	27.6	-3.5	-1.7

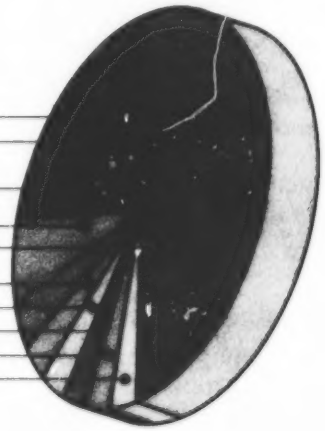
In 1983 Metro Edmonton accounted for 49.2% of Alberta's manufacturing output.

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics - Alberta Statistical Review

1983 Manufactured Goods By Major Sectors
Metro Edmonton
($ thousands)

	Value*	% of Total
Petroleum & Coal	3,038,109	50.3
Food & Beverage	781,288	12.9
Chemical and Chemical Products	660,507	10.9
Primary Metal and Machinery	463,473	7.7
Metal Fabricating	288,830	4.8
Printing, Publishing and Paper Industries	203,051	3.4
Non-Metallic Mineral Products	182,271	3.0
Textiles and Clothing	141,467	2.3
Wood Products & Furniture	126,007	2.1
Miscellaneous	154,767	2.6
Total	6,039,770	



* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics - Alberta Principal Manufacturing Statistics
Alberta Bureau of Statistics - Alberta Statistical Review, 3rd Quarter 1983

Petroleum and Coal

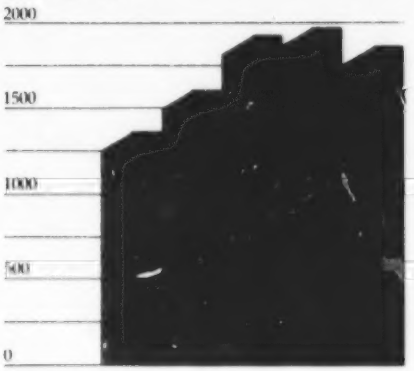
The petroleum and coal industries have been the prime factors in the economic growth experienced in Alberta and in particular the Metro Edmonton region. Petroleum and coal products made up Edmonton's largest manufacturing sector in 1983, accounting for over $3 billion in shipments. This sector represents about 50% of the metro area's total manufacturing production and includes facilities for propane, butane, pentane, and sulphur production.

Edmonton is recognized as the oil and gas production, refining and distribution centre for Canada. Over 90% of Alberta's petroleum products are processed in the city's refineries.

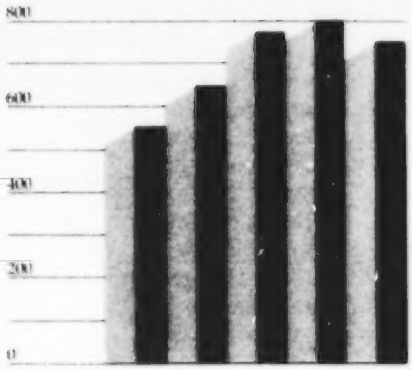
Food and Beverage

Food and beverage industries constitute the second-largest manufacturing sector, representing 13% of Metro Edmonton's total manufacturing production. This sector will remain prominent in Edmonton with the growing Alberta and out-of-province markets.

Manufacturing Payroll 1979 - 1983
($ millions)



	1979	1980	1981	1982	1983*
Alberta	1,363	1,603	1,924	1,967	1,859
% Change	22.2	17.6	20.0	2.2	-5.5



	1979	1980	1981	1982	1983
Metro* Edmonton	557	652	775	797	749
% Change	24.6	17.1	18.9	2.8	-6.0

In 1983 Metro Edmonton accounted for 40.3% of Alberta's manufacturing payroll.

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics - Alberta Principal Manufacturing Statistics
Alberta Bureau of Statistics - Alberta Statistical Review

Oil and gas production is the mainstay of Edmonton's manufacturing industry.

Chemicals and Chemical Products

This sector saw $661 million of shipments in 1983 and represented 11% of Edmonton's total shipments. Edmonton's petrochemical industry has seen impressive world-scale development in recent years and substantial expansion programs are planned. Based on readily available natural gas and petroleum feedstocks, the petrochemical industry has a bright future in the Metro Edmonton area.

Primary Metal and Machinery

The value of primary metal and machinery manufacturing represented over 7% of the Metro Edmonton manufacturing total for 1983. Future expansion will parallel the continued development of other sectors.

Metal Fabricating

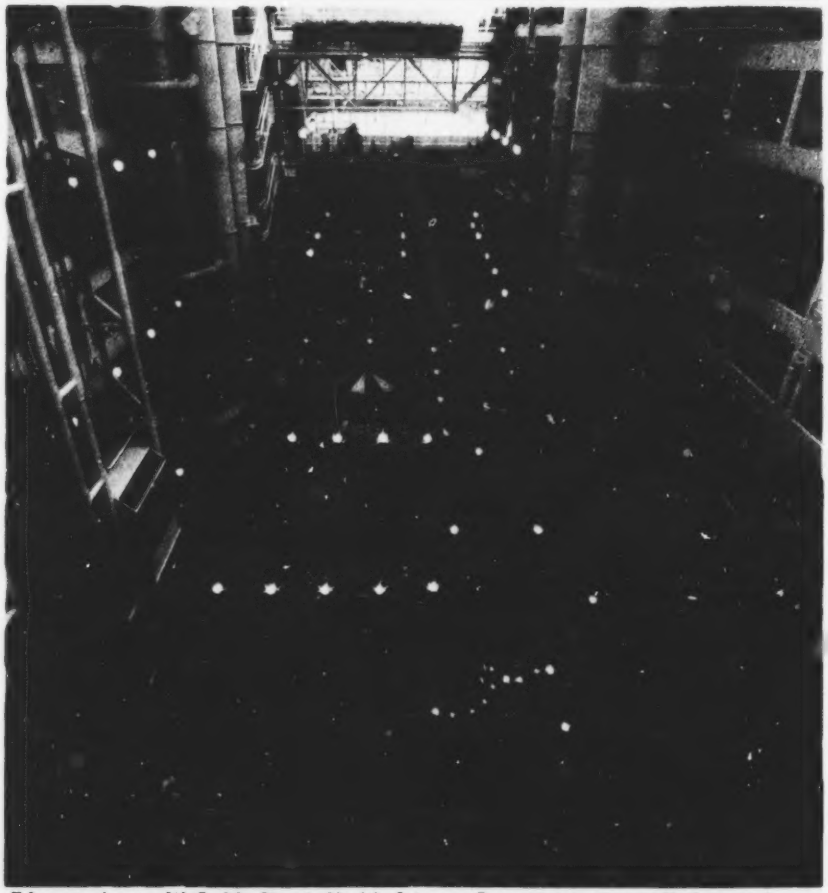
Metal fabricating has had a high growth rate over the last 20 years, particularly in support of oil and gas exploration along with the construction of pipelines and processing plants. Production in the metal fabricating industry was an estimated $290 million in 1983.

Printing, Publishing and Paper Industries

These industry sectors accounted for $200 million in shipments in 1983. They continue to exhibit strong growth and will provide new investment opportunities in the future.

Non-Metallic Mineral Products

Over $180 million of non-metallic mineral products were manufactured in 1983, including cement, concrete, glass and other materials commonly used in construction.



Edmonton's new W.C. MacKenzie Health Sciences Centre is a major medical research and patient-care facility in Alberta.

Research and Development

Edmonton has an enviable array of research institutions and facilities, with exciting new developments in the fields of medicine, chemistry, engineering, petroleum, coal, electronics and telecommunications. Research enterprises include the Alberta Research Council, the University of Alberta, the Alberta Oil Sands Technology and Research Authority, Syncrude, the Alberta Heritage Foundation for Medical Research and Bell-Northern Research, the Centre for Frontier Engineering Research and the Alberta Microelectronics Centre. The City of Edmonton has established its own Research and Development Park which provides an ideal location and environment, especially for high technology industries. A detailed analysis of Edmonton's infrastructure and advantages as a research and high technology centre, is provided in the **Edmonton High Technology Development Report**.

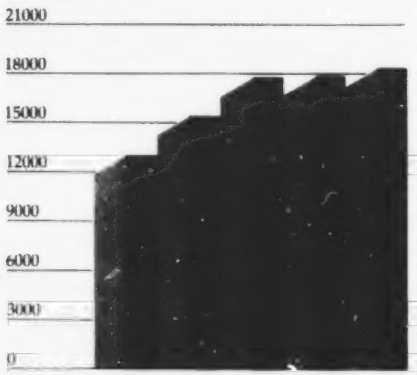
Retail and Services

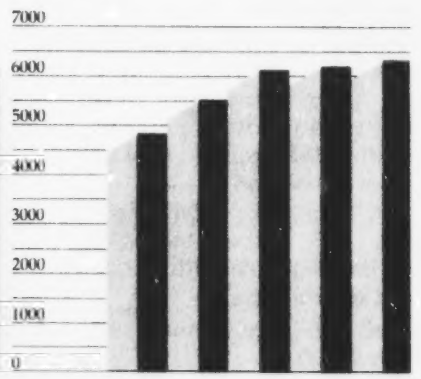
Expenditure on retail goods and services in Metro Edmonton was valued at $6.4 billion and is now fourth highest among Canadian cities. Growth of the retail and service industry in Edmonton amounted to 2.8% in 1983. The five year average annual growth was 9.1%.

Edmonton's 12 major suburban shopping centres have over 720,000 square metres (7,800,000 square feet) of retail space. West Edmonton Mall, Canada's largest retail mall, added another 92,900 square metres (1,000,000 square feet) in 1983.

Amidst Edmonton's bustling central business district, you can always find a place to relax.

Value of Retail and Service Trade 1979 - 1983
($ millions)





	1979	1980	1981	1982	1983*
Alberta	13,710	15,568	17,856	17,980	18,412
% Change	20.9	13.6	12.1	0.7	2.4

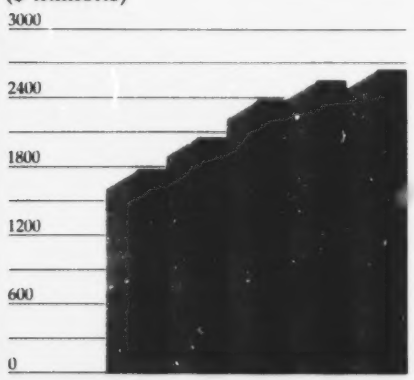
Metro* Edmonton	1979	1980	1981	1982	1983
	4,887	5,584	6,153	6,209	6,383
% Change	17.3	14.3	10.2	0.9	2.8

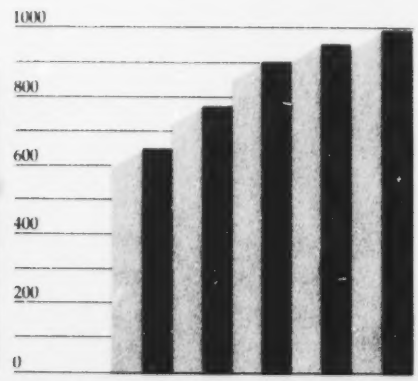
In 1983 Metro Edmonton accounted for 34.7% of Alberta's retail and service trade.

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics - Alberta Retail Trade Statistics

Retail and Service Trade Payroll 1979 - 1983
($ millions)





	1979	1980	1981	1982	1983*
Alberta	1,775	2,052	2,396	2,552	2,646
% Change	13.4	15.6	16.8	6.5	3.7

Metro* Edmonton	1979	1980	1981	1982	1983
	653	776	904	957	998
% Change	10.9	18.8	16.5	5.9	4.3

In 1983 Metro Edmonton accounted for 37.7% of Alberta's retail and service trade payroll.

* Edmonton Economic Development Authority estimates

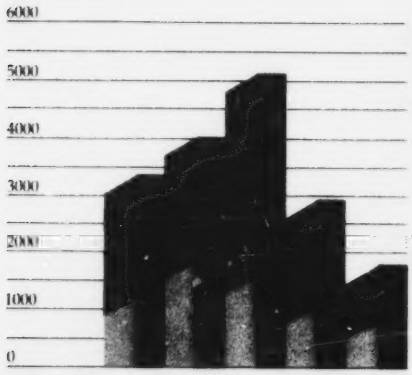
Source: Alberta Bureau of Statistics - Alberta Statistical Review
Alberta Bureau of Statistics - Alberta Retail and Service Trade Statistics

Construction

Although building permits failed to reach the billion dollar mark for the first time in six years, Metro Edmonton's permits still totalled $751 million or 42.1% of Alberta's total.

In 1983, residential permits were 41% of the total, commercial 26%, industrial 4%, and institutional 28%.

Value of Building Permits 1979 - 1983
($ millions)



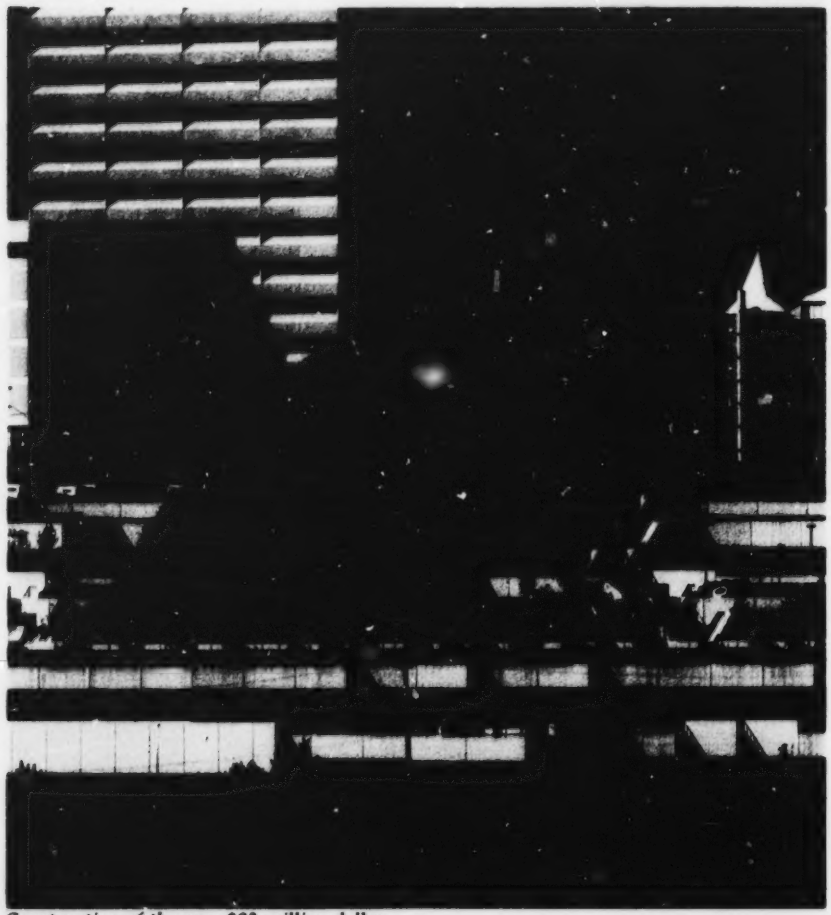
	1979	1980	1981	1982	1983
Alberta	3,355	4,015	5,131	2,911	1,782*
Metro Edmonton	1,114	1,733**	1,503	1,005	751

In 1983 Metro Edmonton building permits accounted for 37.1% of Alberta's total.

* Edmonton Economic Development Authority estimate

** Includes $400 million for a fertilizer plant

Source: Statistics Canada – Catalogue #64-203, various issues



Construction of the new $83 million dollar Edmonton Convention Centre was completed in 1983.

Value of Building Permits 1979 – 1983
($ millions)

		Metro Edmonton					
Year	Alberta	Residential	Industrial	Commercial	Institutional	Total	% Metro Edm. of Alberta
1979	3,355	584	43	371	116	1,114	33.2
1980	4,015	508	563**	496	66	1,733**	43.2
1981	5,131	672	95	635	87	1,503	29.3
1982	2,911	402	94	336	166	1,005	38.0
1983	**1,782***	**310**	**29**	**196**	**209**	**751**	**42.1**
Average							**37.1**

* Edmonton Economic Development Authority estimates

** Includes $400 million for a fertilizer plant

Source: Statistics Canada – Catalogue #64-203, various issues

Dwelling Starts & Completions 1979 – 1983

Year	Alberta Starts	Alberta Compl.	Metro Edmonton* Starts	Metro Edmonton* Compl.	% Metro Edm. Starts of Alberta	% Metro Edm. Compl. of Alberta
1979	39,947	44,492	12,298	15,567	30.8	34.9
1980	32,031	34,717	10,717	10,748	33.4	30.9
1981	38,470	34,755	12,901	12,101	34.3	39.0
1982	26,789	31,364	10,420	11,095	38.9	35.4
1983*	**18,238**	**25,465**	**6,838**	**8,585**	**37.5**	**33.7**

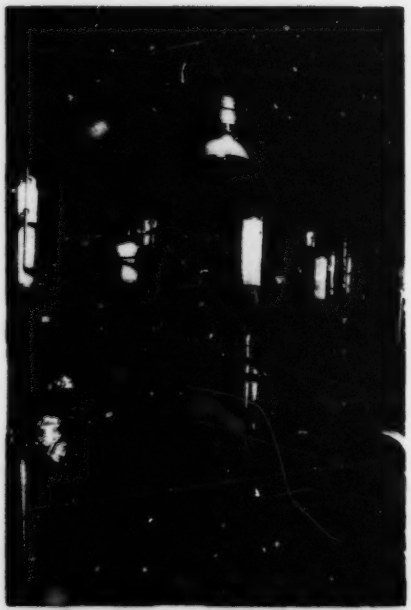
* Edmonton Economic Development Authority estimates

Source: Canada Mortgage and Housing Corporation – Housing Statistics

Western Canadian Industrial Projects Summary
(in millions of 1983 $)

Project Category	Edmonton Service Area	Western Canada	Edmonton % of Western Canada
Electric Generation & Transmission	**$5,921**	$19.214	30.8
Forest Products	**1,426**	2,670	53.4
Hydrocarbons & Petrochemicals	**33,195**	47,304	70.1
Mining	**2,988**	15,969	18.7
Transportation	**18,218**	29,373	62.0
Other Industrial	**596**	596	–
Total	**$62,344**	$115,126	54.1

Source: Edmonton Economic Development Authority, **Western Canadian Industrial Projects Report.** A copy of this report is available on request.



Over the next 10 years, the majority of industrial investment in Western Canada will occur in the Edmonton service area.

Corporate

The spectacular growth in Edmonton's office space developments supports the city's role as a major western Canadian corporate center. Since 1975 a total of 37 new office buildings totalling some 695,000 square metres (7,479,000 square feet) of new office space have been constructed. Over the past five years an average of 65,000 square metres (700,000 square feet) of office space in the central business district have been absorbed each year.

1984 and 1985 are expected to be years in which the cumulative surplus of office space will drop sharply as the rate of absorption overtakes the rate of new construction.

Edmonton offers all the amenities required for a corporate location.

Central Business District Office Space* 1979 – 1983
(Square Metres/Square Feet)

Year	Gross Absorption For Year	Cumulative Demand	Year End Vacancy	Inventory Increase	Cumulative Built
1979	59,800	709,400	21,900	40,200	731,300
	644,000	**7,637,000**	**236,000**	**433,000**	**7,873,000**
1980	75,000	784,400	76,500	129,600	860,900
	807,000	**8,444,000**	**824,000**	**1,395,000**	**9,268,000**
1981	93,900	878,300	31,400	48,800	909,700
	1,011,000	**9,455,000**	**338,000**	**525,000**	**9,793,000**
1982	36,600	915,000	82,600	87,800	997,600
	394,000	**9,849,000**	**889,000**	**945,000**	**10,738,000**
1983					
	79,400	994,400	173,000	169,800	1,167,400
	855,000	**10,704,000**	**1,862,000**	**1,828,000**	**12,566,000**

* Total 1st and 2nd class private office space

Note: Net absorption will in some cases be less than gross absorption.
Gross absorption is defined as total office space contracted for, whether occupied or not.

Source: Edmonton Economic Development Authority

Population

Edmonton's strategic location with respect to extensive resource industries makes it one of Canada's richest and fastest growing economic centres, with its metro population increasing at an average rate of about 3.2% per year.

In 1983, 77% of the population of this future-oriented metropolis was under the age of 45.

Total personal income has been rising at an average annual rate of 14.4% over the past five years.

Total personal income in Edmonton reached $11.6 billion in 1983. Edmonton's share of provincial personal income was 33.8% in 1983. Alberta's minimum wage as of January 1, 1982, is $3.80 per hour for persons over 18, $3.65 for persons under 18 and not attending school, and $3.30 for persons under 18 and attending school.

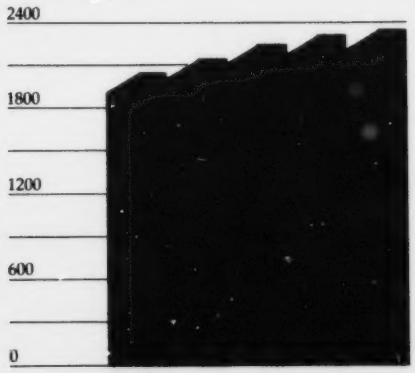
Metro Edmonton
Population by Age & Sex – 1983*

Age	Male	% of Total	Female	% of Total	Sub Total	% of Total	Cumulative Total	% Cumulative
0-4	28,854	3.9	27,375	3.7	56,229	7.6	56,229	7.6
5-14	53,269	7.2	51,790	7.0	105,059	14.2	161,288	21.8
15-24	85,823	11.6	82,123	11.1	167,946	27.7	329,234	44.5
25-44	123,555	16.7	116,897	15.8	240,452	32.5	569,686	77.0
45-64	59,928	8.1	60,668	8.2	120,596	16.3	690,282	93.3
65+	20,716	2.8	28,854	3.9	49,570	6.7	739,852	100.0
Total	372,145	50.3	367,707	49.7	739,852	100.0		

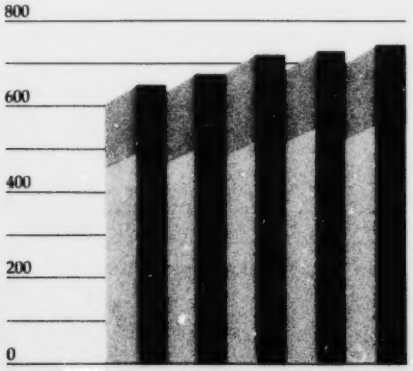
* Edmonton Economic Development Authority estimates

Source: Alberta Metropolitan Regional Planning Commission
Statistics Canada – 1981 Census of Canada

Population 1979 - 1983 as of June 30
(thousands)



	1979	1980	1981	1982	1983
Alberta	2,059	2,143	2,238	2,315	2,345
% Change	3.8	4.1	4.4	3.5	1.3



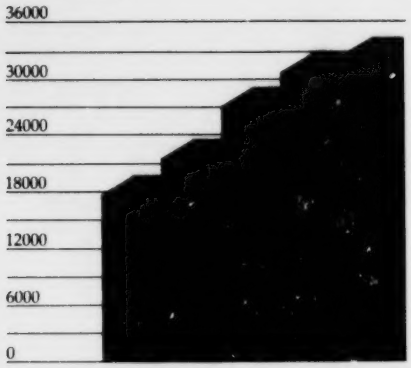
	1979	1980	1981	1982	1983
Metro Edmonton	652	677	716	728	740
% Change	3.0	3.9	5.8	1.6	1.7

Metro Edmonton
Edmonton Proper

In 1983 Metro Edmonton accounted for 31.5% of Alberta's population.
* Compiled by Edmonton Metropolitan Regional Planning Commission

Source: Alberta Municipal Affairs -1983 Official Population List
City of Edmonton - Annual Civic Census, March 1983

Personal Income 1979 - 1983
($ millions)



	1979	1980	1981	1982	1983*
Alberta	19,866	23,679	29,070	32,827	34,304
% Change	19.6	19.2	22.8	12.9	4.5

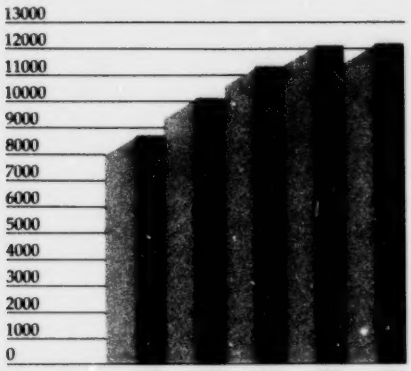
Metro* Edmonton	1979	1980	1981	1982	1983
	7,052	8,300	10,002	11,062	11,604
% Change	18.3	17.7	20.5	10.6	4.9

In 1983 Metro Edmonton accounted for 33.8% of Alberta's personal income.

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics - Alberta Economic Accounts, 1982

Metro Edmonton Per Capita Disposable Income 1979 - 1983*
($)

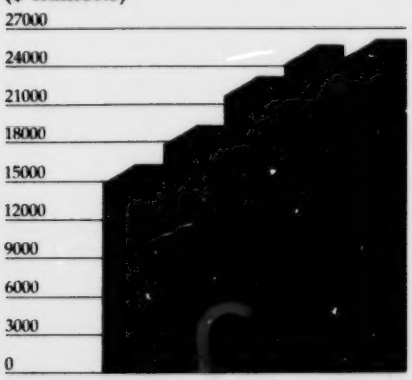


	1979	1980	1981	1982	1983
	8,793	10,038	11,346	12,090	12,108

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics – Alberta Economic Accounts, 1982
Edmonton Metropolitan Regional Planning Commission

Personal Disposable Income 1979 - 1983
($ millions)



	1979	1980	1981	1982	1983*
Alberta	16,230	19,301	23,282	25,654	26,193
% Change	19.1	18.9	20.6	10.2	2.1

Metro* Edmonton	1979	1980	1981	1982	1983
	5,729	6,794	8,125	8,799	8,958
% Change	16.5	18.6	18.9	8.3	1.8

In 1983 Metro Edmonton accounted for 34.2% of Alberta's personal disposable income.

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics - Alberta Economic Accounts, 1982

Labour Force

More than 75% of Edmonton's population is 15 years of age or over, providing a potential labour force of 500,000 people. Seventy-one per cent of this population total is between the ages of 15 and 44. This is reflected in an overall labour force participation rate of 70%.

Total Metro Edmonton wages and salaries exceeded $7.7 billion in 1983.

The University of Alberta, with an enrollment of more than 23,000 full-time students, is Canada's third largest university. It supports industry with faculties in all major disciplines at the undergraduate and graduate levels.

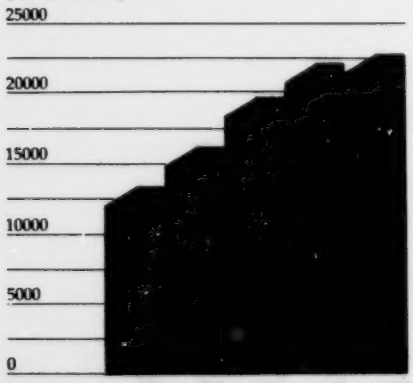
Edmonton plays a very significant role in the education and training of skilled labour. The Alberta Department of Advanced Education and Manpower consults with employers in order to design special trades training programs at the Northern Alberta Institute of Technology. NAIT is one of Canada's largest polytechnical institutes with 5,400 full-time students, 10,400 apprenticeship students, and another 25,400 taking classes part-time. Alberta's third technical institute, Westerra Institute of Technology, opened during 1983 in the Metro Edmonton area.

Labour Force Unemployment and Participation Rates 1979 – 1983
(%)

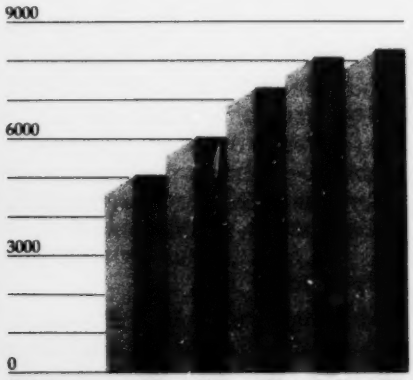
Year	Participation Rate		Unemployment Rate	
	Alberta	Edmonton	Alberta	Edmonton
1979	69.4	71.8	3.9	3.3
1980	70.3	72.8	3.7	3.6
1981	71.7	72.1	4.9	4.4
1982	70.1	70.4	9.7	10.1
1983	**70.2**	**70.2**	**10.1**	**12.0**

Source: Statistics Canada – Catalogue #71-001 Monthly

Wages and Salaries 1979 - 1983**
($ millions)



	1979	1980	1981	1982	1983*
Alberta	13,614	16,259	19,903	22,248	22,893
% Change	19.8	19.4	22.4	11.8	2.9



Metro*	1979	1980	1981	1982	1983
Edmonton	5,065	6,032	7,323	8,077	8,263
% Change	18.6	19.1	21.4	10.3	2.3

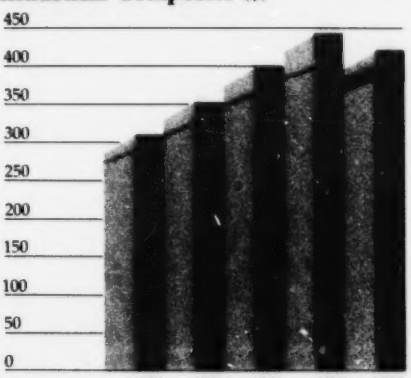
In 1983 Metro Edmonton accounted for 36.1% of Alberta's wages and salaries.

* Edmonton Economic Development Authority estimates

** Wages and salaries include supplementary labour income

Source: Alberta Bureau of Statistics - Alberta Economic Accounts, 1982

Average Weekly Earnings
1979 - 1983
Industrial Composite ($)



	1979	1980	1981	1982	1983
Alberta	313	354	399	445	422
Edmonton	296	331	371	404	406
Canada	292	326	363	399	381

Note: Survey was substantially revised in April 1983 – New data is not comparable with that of previous years

Source: Statistics Canada – Catalogue #72-002

Transportation

Road

Edmonton is strategically situated at the centre of several major highways. It is on the Yellowhead Interprovincial Highway between Winnipeg and Vancouver. Some of the largest trucking firms transporting freight to and from the Pacific coast have switched to the Yellowhead Route because of its low grades, favourable climatic conditions, and savings in fuel and time.

Provincial Highway #2 provides freeway access to central and southern Alberta, leading to the American border. Edmonton is the terminus for the Mackenzie Highway, the Alaska Highway, and highways serving heavy oil and tar sands operations to the north.

Air

Edmonton is served by two major commercial airports. The Edmonton International Airport south of the city is a marshalling point for freight, goods and services on a global scale, with nine airlines providing extensive service to all parts of North America and around the world.

The Edmonton Municipal Airport, providing commuter passenger service and corporate aviation, is located within the city, only minutes away from the central business district.

Rail

Edmonton is served by a comprehensive rail network. The Canadian National Railway mainline to Vancouver passes through the city. Branch lines serve the Peace River area, the Alberta oil sands and northern Alberta's agricultural, energy and mineral resource areas. CN is upgrading its Edmonton rail yards and double tracking its mainline west to the coast. Canadian Pacific Rail operates to points south of Edmonton.

Numerous air carriers provide ready access to all parts of Canada, the United States and the world.

Pipelines

Edmonton is the hub of western Canada's pipeline transportation system. Major oil refineries and petrochemical plants are served by numerous pipeline networks. The rapid development of oil exploration and production, including the Alberta oil sands, have kept pipeline construction active. Alberta's first synthetic crude oil pipeline from the Fort McMurray area, for example, terminates in Edmonton.

Water

Alberta's road, rail and air transportation systems give the city access to the Pacific and Arctic Oceans, Great Slave Lake and the Mackenzie River.

The Mackenzie River system is a major transportation corridor for the distribution of equipment and goods to communities in the Northwest Territories.

Government

Edmonton is governed at the municipal level by an elected mayor and city council. The municipal government has jurisdiction over urban affairs such as city planning, transportation, police and fire protection. Revenue is received from property and business taxes, provincial grants and city-owned utilities: telephones, power, sewer, water and sanitation.

The city has an AA credit rating and a yearly capital and operating budget approaching $1.6 billion.

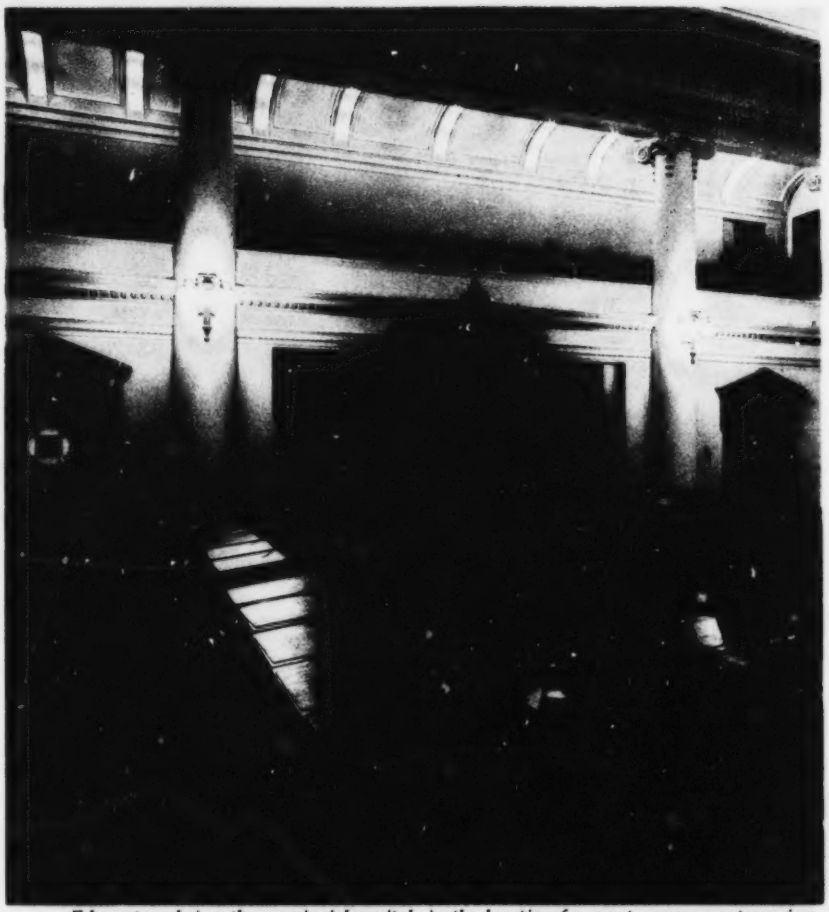
The provincial government is headed by a premier and a cabinet chosen from among the elected members of the ruling party in the 79 seat legislative assembly.

The Province has legislative authority over municipal affairs, education, labour matters, social services and property and civil rights within its borders.

Edmonton, the provincial capital, is the location of the Legislature Building and most of the government's central offices. Alberta is fortunate in that it does not have a retail sales tax. Oil and gas revenues collected by the province have enabled the government to forego such a tax. A portion of resource revenues, too, is set aside in the Heritage Trust Fund — a $13 billion investment portfolio being preserved for the use of future generations. The provincial budget in 1983 was $9.7 billion.

Canada's federal government is led by a prime minister and a cabinet appointed from the ruling party elected in the 282 seat Parliament.

The federal government's responsibilities are related to interprovincial and international matters. Its revenue sources include personal and corporate income taxes which it shares with the provinces, excise tax and resource taxes.



Edmonton, being the provincial capital, is the location for most government services.

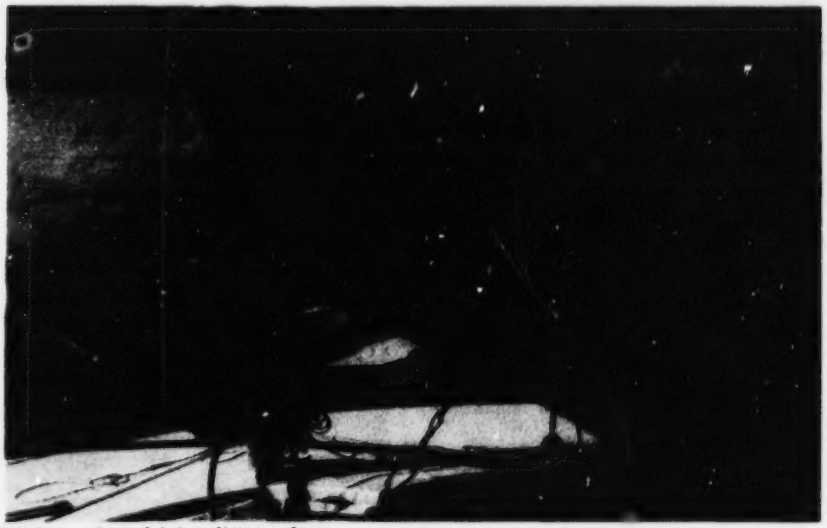
Quality of Life

History

Edmonton's history dates back to the late 1700's, when fur traders settled along the banks of the North Saskatchewan River where the city is now located. During the 1800's Fort Edmonton changed from a fur trading centre to an agricultural community. In 1892 Edmonton was incorporated as a town. In 1898 it became the the supply and transportation centre for prospectors trekking the overland route to the Klondike goldfields.

The town continued to grow and prosper as the gold rush was followed by the great land rush which swept across the prairies in the early 1900's. In 1904 Edmonton became a city and the following year was selected as the capital city for the new province of Alberta. The 1920's added another romantic chapter to Edmonton's history. Bush pilots based in the city became famous as pioneers in the aviation industry, establishing Edmonton as a centre for modern transportation and trade. Today the Canadian Aviation Hall of Fame is located in Edmonton.

The discovery of oil at nearby Leduc in 1947 ushered in a new industrial era which broadened Edmonton's economic base. The years that followed brought increased activities in mining, manufacturing, commercial ventures, construction and service industries. Today Edmonton assumes an important role in western Canadian decision making and the outlook for the future remains bright.



Within a short driving distance from Edmonton are numerous parks, lakes and campgrounds.

Climate

Edmonton has an ideal year-round climate. Summers are warm, with daytime temperatures averaging 22°C (72°F) and evening temperatures cooling to a pleasant 15°C (60°F). The warm months provide excellent weather for hiking, cycling, trail riding, golf, tennis and camping.

Winters are characterized by blue skies, low humidity and little wind. The coldest month is January, with the average high temperature being –10°C (14°F) and the average low being –18°C (0°F). The average annual snowfall of 140 cm (55''), is appreciated by winter sport enthusiasts.

Education

Edmonton offers its residents excellent educational facilities with a broad choice of schooling for all needs. An open boundary policy and a variety of programs allow pupils and parents to select educational options in keeping with individual preferences. Special facilities include parochial schools as well as schools for the handicapped and for children with learning disabilities.

The University of Alberta, Canada's third largest university, has 18 faculties including science, engineering, medicine and business, offering programs at the bachelor's, master's and doctoral levels. Additional post-secondary institutions include: the Northern Alberta Institute of

Technology; Canada's largest polytechnical institute offering 63 different programs; the new Westerra Institute of Technology; Athabasca University with unique correspondence degree programs; and Grant MacEwan Community College, with four city campuses.

Housing

Edmonton offers the finest in housing, ranging from single-family dwellings and duplexes to apartments and condominium complexes.

Health Services

Edmonton's excellent health services include nearly 4,000 hospital beds in seven active-treatment hospitals served by approximately 1,200 medical doctors. A complete range of health services is offered also by the Local Board of Health through ten regional health clinics.

The newest facility is the Walter C. Mackenzie Health Sciences Centre, a $432 million medical complex opened in 1982, providing patient care services as well as research and teaching facilities.

Recreation

Edmonton has been declared a Green Survival City by the North American Association of Nurserymen — the only Canadian city to be so honoured. Capital City Recreation Park extends along the river valley for 16 km (10 miles), offering 55 km (33 miles) of hiking, biking and skiing trails. Along the river valley are numerous golf courses, boat launches and picnic sites.

From convenient downtown living, to unique suburban lifestyles, Edmonton offers a wide choice of accommodations.

Available for public use are numerous hockey rinks, golf courses, curling rinks, swimming centres and tennis centres. A 61,000 seat stadium, a velodrome, an indoor fieldhouse, a shooting range and numerous picnic grounds are also available.

In addition to in-city facilities, Edmonton is close to Elk Island National Park and the famous Jasper and Banff National Parks. Within 160 km (100 miles) of Edmonton are more than 50 lakes available for recreational use.

Sports

Edmonton has a multiplicity of sport and recreational participation programs. Its unique community league system, for example, ensures local residents every opportunity to become involved. In professional sports the city is home to the Edmonton Eskimos of the Canadian Football League, the Edmonton Oilers of the National Hockey League and the Trappers of the Pacific Coast Baseball League.

Culture

As Edmonton grows, so does its cultural and entertainment facilities. Live theatre companies in the city include the acclaimed Citadel. The Northern Alberta Jubilee Auditorium is home to the Alberta Ballet Company, the Edmonton Opera Association and the Edmonton Symphony. Edmonton's Northlands Coliseum with a seating capacity of 18,000 is the site of major sports, cultural and

entertainment productions.

There are numerous public and private museums and art galleries in the city. The Edmonton Public Library operates 13 community branches.

More than 300 restaurants offer a full range of dining experiences. Edmonton's night spots provide for every taste.

Shopping

Edmontonians enjoy climate-controlled shopping facilities in numerous malls throughout the metro area. In the downtown area an ever-expanding system of underground and skywalk pedways links major shopping complexes, office buildings, hotels, and the underground section of Edmonton's light rail transit system.

Convention Facilities

Edmonton offers world-class convention facilities. The new Edmonton Convention Centre, situated on the bank of the North Saskatchewan River, can accommodate delegations of up to 5,000 people. Trade fairs and exhibitions are also held in the new Northlands AgriCom. The city's many hotels provide accommodation at a broad range of prices.

City Celebrations

Edmontonians devote a lot of energy to recreation and entertainment. Numerous major celebrations are staged throughout the year.

In the latter half of July, Edmonton returns to the colourful era of the early gold rush days. Klondike Days provides residents and visitors a chance to pan for gold at the Chilkoot Mine, enjoy a midway and exhibition, thoroughbred racing, and all kinds of special entertainment. The festivities are highlighted by the "World Championship Sourdough Raft Race", the King of Klondike competition, a Band Extravaganza and a complete dress-up party downtown where even the buildings are transformed by false store fronts.

Other celebrations include Summerfest, a three-month series of entertainment events featuring performances in music, dance, theatre and visual arts. In August Edmonton hosts Jazz City, an international music festival which has gained world stature.

In winter Edmonton holds a Northern Lights Festival which encompasses everything from ice sculptures to outdoor laser light shows.

No matter the season Edmonton offers tourists and residents alike many opportunities to join in and celebrate Edmonton's vitality.

Media

A variety of Canadian radio and television stations serve Edmonton, along with two cable TV companies providing subscribers with full channel representation and the option of "Pay TV".

Edmonton is served by two daily newspapers and a number of weekly community papers.

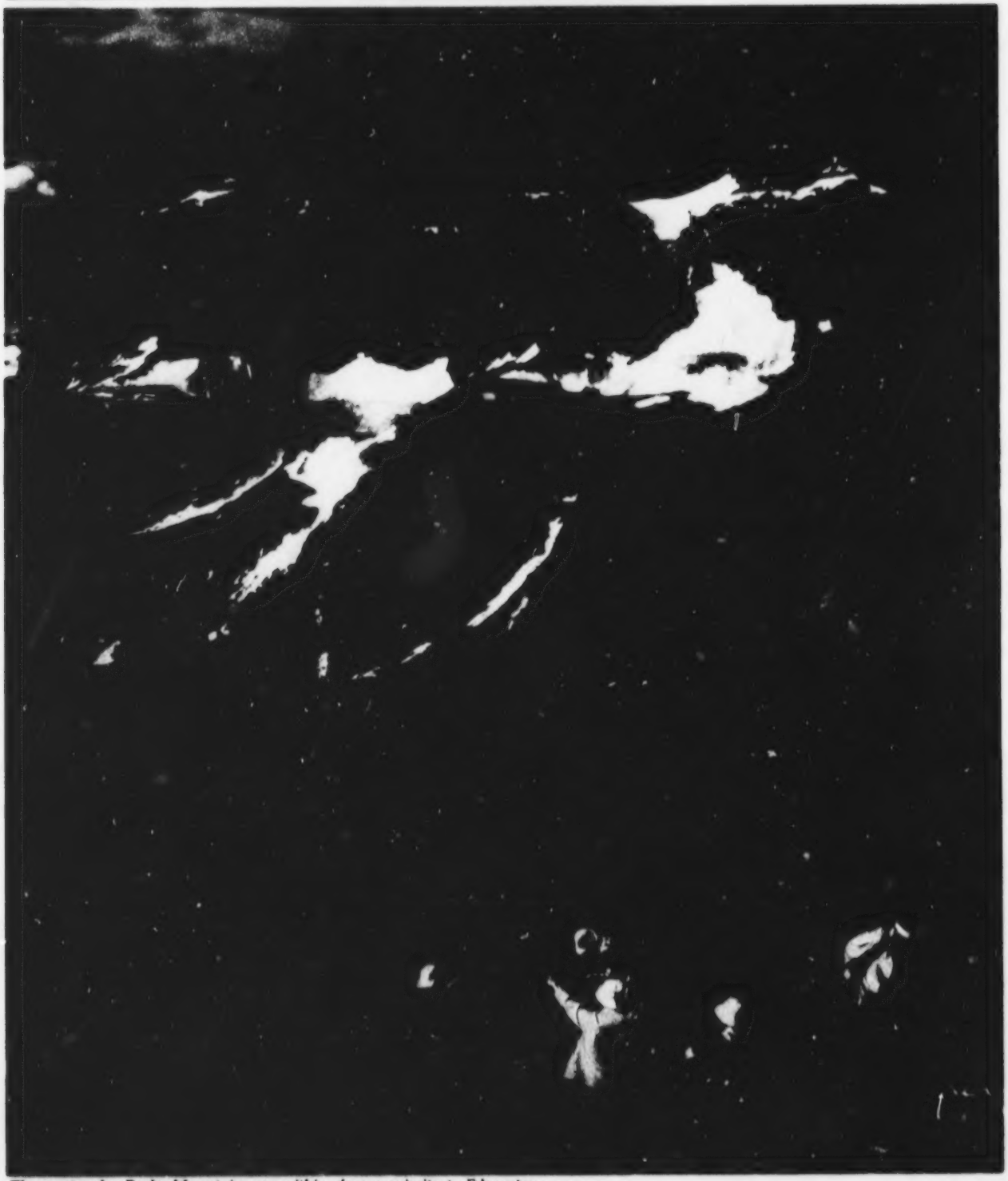
A modern light rail transit system is an integral part of Edmonton's efficient public transportation network.

Protection Services

The City of Edmonton Police Department has a modern, well-disciplined force. The Edmonton Fire Department operates from 22 fire stations with a total of 1,000 employees.

Public Transportation

Edmonton has one of the most innovative transit systems in Canada, and in 1978 became the first city of its size in North America to have a light rail transit service. Handicapped citizens have their own door-to-door system.



The spectacular Rocky Mountains are within close proximity to Edmonton.

References

The following is a list of selected references used in compiling this report:

Alberta Bureau of Statistics
- Alberta Economic Accounts – 1982
- Alberta Principal Manufacturing Statistics – 1979
- Alberta Retail and Service Trade Statistics
- Alberta Statistical Review – Quarterly
- Alberta Statistical Review – 1982

Alberta Economic Development
- Alberta Industry and Resources – 1982

Alberta Municipal Affairs
- Official Population List – 1983

Canada Mortgage and Housing Corporation
- Housing Statistics – Monthly

Canadian Petroleum Association
- Statistical Handbook – 1982

City of Edmonton
- Bylaw Enforcement Department, Building Inspection Branch
- Annual Civic Census – 1983
- Edmonton Metropolitan Regional Planning Commission

Oilweek
- Annual Review and Forecast

Statistics Canada
- #64-203 Building Permits
- 1981 Census of Canada
- #71-001 Labour Force Survey
- #71-201 Historical Labour Force Statistics
- #72-002 Employment, Earnings and Hours

Corporate Directory

Members of the Edmonton Economic Development Authority

Chairman:

Mr. D.W. Maloney
Vice Chairman
Continental Bank of Canada

Vice Chairman:

Mr. S.H. Dietze
City Manager
City of Edmonton

Members:

Dr. C.A. Allard
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Cathton Holdings Ltd.

Mr. L.R. Campbell
Group Vice President, Transmission
Northern Telecom Canada Ltd.

Mayor Laurence Decore
City of Edmonton

Mr. J.H. Irving
Vice President and General Manager
Alberta Concrete Products Co. Ltd.

Mr. F.D. McGregor
President
IBEW, Local 30

Dr. Wm. A. Preshing
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Stanley Associates Engineering Ltd.

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Other Publications

The following is a partial list of other business publications available from the Authority.

Major Construction Projects in Metro Edmonton
A comprehensive listing of construction projects for metro Edmonton. Complete descriptions and contacts for construction projects over $1 million are included.

Western Canadian Industrial Projects
Identifies $115 billion of investment in Western Canada. Fifty-four per cent or over $62 billion are located within the Edmonton service area.

Industrial Land Catalogue
Lists over 50 available industrial parks with information concerning price, parcel sizes and access.

Metro Edmonton Labour Review
A comprehensive analysis of the Edmonton labour market. It provides labour demographics, current labour costs and various inter-city labour comparisons.

Metro Edmonton Distribution Report
Provides an analysis and justification of Edmonton as a distribution centre within Alberta and Western Canada. Contains maps and charts.

Metro Edmonton Manufacturing Report
Edmonton is the major manufacturing centre in Alberta. This report describes the justification and advantages of Edmonton as a manufacturing centre in Western Canada.

Edmonton High Technology Development Report
Examines the locational factors important for siting a research facility and Edmonton's ability to meet those needs.